

# Presley Howard Chalmers, Jr.

## Curriculum Vitae

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### EDUCATION

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**Bachelor of Arts Degree** Pre-Law (Received BA after first year of law school)  
*University of Texas, Austin, TX* **1965**

#### GRADUATE STUDIES

**School of Law** **1965 - 1966**  
*University of Texas, Austin, TX*  
Completed two years of three year curriculum

**Graduate School of Journalism** **1966 -**  
**1967**  
*University of Texas, Austin, TX*  
Area of Concentration: Advertising, Public Relations and Broadcast Journalism. Completed required course work, but did not write thesis.

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### TEACHING EXPERIENCE

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*University of Texas at Austin, Austin, TX*  
*Graduate School of Business*

**Guest Instructor** - "International Business in the Far East" ([IBs395](#))  
**1990**

Co-taught course with Professor I.B. Helburn who handled classroom lectures during first three weeks of summer session. Then in second half of the course, escorted 20 MBA candidates and graduate assistant dt ogilvie (now on faculty at Rutgers University) on a three-week tour of international companies in Japan, Taiwan, Thailand and Hong Kong, where students met with executives of and toured U.S. corporations with Asian operations and Asian corporations with U.S. operations. Companies included Toyota, Orient Land Company (Tokyo Disneyland), Kodak, Hong Kong Stock Exchange, and others. Seminars (debriefings) followed each company visit.

*Public Television Workshops*

**Mid to Late 1980s**

#### "Selling with Style"

Three-day workshops for PBS Development Department designed to introduce proven, customer need-driven sales techniques and practices for public television fundraising professionals. Developed curriculum, course objectives, study materials and teaching method.

#### "Developing Strategic Plans"

Workshops focusing on interdepartmental collaboration required in strategic planning for management teams from several dozen public television stations around the U.S. Emphasis on planning positioning, audience building, fundraising and promotional campaigns. Developed curriculum, course objectives, study materials and teaching method.

#### "Management Techniques for Production Executives"

Two-day training workshop through Southern Educational Communications Association (S.E.C.A.) to introduce the basics of proven management techniques and practices to producers of educational and nonprofit television programs. Developed curriculum, course objectives, study materials and teaching method.

Tampa, Florida  
Philadelphia, PA

**November, 1986**  
**June, 1987**

*University of Texas at Austin, Austin, TX*  
*Department of Advertising*

**Instructor** - "Advertising Campaigns" **1976 -**  
**1977**  
Developed syllabus and overall course structure and administered all grades.

**Instructor** - "Advertising Media" **1973**  
**- 1974**  
Developed syllabus and overall course structure and administered all grades.

*School of Journalism*

**Teaching Assistant** – to Professor Glenn Phillips in “Broadcast Journalism.”

**1967**

Collaborated on curriculum and exam development, supervised news writing labs, met with students upon request.

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PROFESSIONAL EXPERIENCE

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*Chalmers & Company, Austin, TX*

**Owner and Principal Consultant**

**1978 -**

**Present**

Widely recognized as a planning and management consultant, the firm has been actively engaged in strategic and marketing planning for many types of organizations and companies. (See Representative Client Work, below)

*Multimedia Games, Inc., Austin, TX*

**Senior VP, Marketing and Corporate Communication**

**2003 -**

**2008 \*\***

After several years in a consulting role to company’s Chief Operating Officer who became CEO, assumed corporate responsibility for marketing and sales support in addition to coordinating investor relations and financial public relations efforts.

*Lance Armstrong Foundation, Austin, TX*

**President and CEO**

**2000 -**

**2002 \*\***

Served initially as a consultant to the foundation’s board of directors and after developing a strategic operating plan and fundraising tactics for the young organization, was asked to serve as president and chief executive officer for more than two years, helping to put fledgling, grassroots, cycling-based, charity on a path to becoming an internationally respected, non-profit organization focused on issues affecting cancer survivors and research funding.

*Austin City Limits, Austin, TX*

**Executive Producer**

**1976 -**

**1977**

Helped to develop the program concept for what is now the longest-running music program on television. Assumed management oversight for second and third seasons of production of PBS-distributed music program. Provided oversight for budgets, artist contracts, labor relations, supplemental corporate funding, public relations and network promotion efforts.

*KLRU-TV, Public Television, Austin, TX*

**Vice President for Development**

**1976 - 1977**

Built fundraising programs for both corporate underwriting and broad-based, annual membership giving for emerging public television station and regional public/educational television production center. Responsible for development of many on-air fundraising techniques for pledge drives and television auctions that were adopted by numerous stations throughout PBS system.

*Capital National Bank, Austin, TX*

**Vice President, Marketing**

**1968 -**

**1975**

After joining the bank with dual business development and advertising responsibilities, was promoted to VP and built one of the first, comprehensive bank marketing departments in Texas banking. Served as member of bank’s Management Committee.

*Texas Broadcasting Company, Austin, TX*

**News caster**

**1966 -**

**1967**

Had broad responsibility for news gathering and on-air reporting for KTBC-TV and KTBC-AM radio station. Served as weekend TV Sports anchor.

\*\* Positions allowed continuation of Chalmers & Co. consulting practice.

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REPRESENTATIVE CLIENT WORK

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**Corporate (For-Profit) Experience**

**Austin Ventures, Ltd.,  
Austin, Texas**

Assisted general partners of venture capital firm in planning and decision-making regarding private offering of a new venture capital fund. Included coordination and production of corporate brochure and offering memorandum.

**James Avery-Craftsman,  
Kerrville, Texas**

Helped develop marketing plans, advertising strategies, campaigns and media placement, as well as training and motivation programs for retail store managers.

**Barton Creek Properties,  
Austin, Texas**

Supported strategic and marketing planning, orchestrating local public affairs and media relations efforts for Barton Creek Resort. Coordinated grassroots community mobilization campaign around economic issues. Facilitated, coordinated and directed the efforts of project team including advertising and marketing agency, lobbyists, project operations staff, etc.

**Caliente Chili Co./2-Alarm Chili,  
Austin, Texas**

(Subsidiary, Noxell Corporation, Baltimore, Maryland)

Supported marketing planning and developed strategies, advertising and promotional materials for wholesale food sales effort.

**Choice Hotels International, Inc.,  
Silver Spring, Maryland**

(Quality Inns, Clarion Hotels, Comfort Inns, Rodeway Inns, Sleep Inns and others)

Conducted detailed marketing and operations analysis of toll-free reservations center to identify internal and unintentional "barriers" to highest levels of customer service and satisfaction and sales efficiency. Recommended policy and system-wide procedural changes.

**Multimedia Games, Inc.,  
Austin, Texas**

Assisted senior management of fast growing, public company in strategic and marketing planning. Coordinated efforts of advertising agency and investor relations firms regarding corporate communications policies and procedures.

**PBS Enterprises (for-profit subsidiary of Public Broadcasting Service),  
Washington, DC**

Assisted management in creating and implementing a strategic plan to develop new products and technical services designed to generate revenues for the benefit of the non-profit Public Broadcasting Service.

**Prime Cable Corp.,  
Austin, Texas**

Assisted in development of corporate communications, marketing strategies, and subscriber solicitation programs. Also involved in development of cable franchise applications.

**Shapiro, Edens & Cook (law firm),  
Austin, Texas**

Assisted in internal consensus-building among shareholders (partners) and conducted shareholder meetings and planning retreats. Designed and developed a comprehensive Client Development System, including computer software database to trace client and prospect information.

**Nonprofit Organizations and Institutions**

**Arkansas Educational Television Network,  
Conway, Arkansas**

Assisted Executive Director in identifying organizational, management, marketing, communications, and fund-raising priorities. Developed new senior-level management reporting scheme. Aided in development of major new fund-raising thrusts in program underwriting and major donor efforts. Helped to reorganize membership development strategies. Worked with AETN Commission to integrate network operations with education priorities of then-Governor Bill Clinton.

**Brigham Young University, College of Fine Arts and Communication,  
Provo, Utah**

Assisted college dean and senior staff in building a more public-centric organization, balancing academic interests with various market forces. Assisted in development and planning for BYU Broadcasting, a global satellite-delivered programming service targeting BYU students, parents and alumni worldwide.

**Corpus Christi Regional Transit Authority,  
Corpus Christi, Texas**

Assisted board and management staff in reaching consensus regarding near- and longer-term priorities and scope of service. Developed Strategic Plan to guide possible expansion of transportation services and geographic service area.

**University of Texas Department of Intercollegiate Athletics for Men  
Austin, Texas**

Assisted Athletics Director with integration of marketing practices and principles into many aspects of departmental operations. Helped with development of the Longhorn Foundation, the fundraising arm of men's and women's athletics.

**Public Broadcasting Service (PBS),  
Washington, DC**

Worked with CEO and other senior management to identify future strategic initiative and related organizational requirements. Assisted in reorganization of several departments. Conducted planning retreats for senior management and broader management groups to identify internal and external factors affecting future mission and goal realization. Developed and facilitated numerous strategic planning training workshops for public television management teams.

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**SPECIAL MANAGEMENT POSITIONS HELD**

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*Public Broadcasting Service, New York, NY*

**Acting Senior VP-Development** (four month assignment)

**1978**

Following resignation of long-time SVP, managed the PBS Manhattan office with responsibility for development, program information and promotion and station fundraising support. Interviewed and assessed motivations of NY-based corporate executives whose companies were major underwriters of funding for PBS network programming (Exxon, Shell, etc.) and reported opinions and concerns to PBS senior management at headquarters in Washington D.C. Supported the search for a new SVP by interviewing key PBS station managers to ascertain requisite experience, priorities and criteria.

*Public Broadcasting Service, Washington D.C.*

**Acting Senior VP- Education Services** (two month assignment)

**1990**

Served as liaison between PBS CEO and key management staff in education services department while search was conducted for new education services director and responsibilities were realigned in that department.

*University of Texas at Austin, Texas*

*Department of Intercollegiate Athletics for Men*

**Coordinator, Football Centennial** (10 month assignment)

**1991 -**

**1992**

Coordinated internal and external planning for *2<sup>nd</sup> Century Gala* fundraising event commemorating 100 year anniversary of Texas football. Served as liaison between Athletics Director and athletics department staff, university administration, and volunteer planning committee of community leaders.

*Public Broadcasting Service, Washington D.C.*

**Acting Senior VP-Development** (three month assignment)

**1992**

Provided oversight of DC-based, day-to-day Development Department, supervised staff, planned and managed annual Development Conference, while supporting search for a new development Development Officer.

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**PUBLICATIONS AND SPEECHES**

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**Publication**

**"The Chaos Conspiracy"**

**February 1997**

*Business Leader* magazine, Raleigh, NC

Understanding the complex nature of chaos and its critical impact on our business and on our lives. How we must adjust to the unpredictability and rapid changes all around us. Addressing and dealing with the stress resulting from this lack of control. Co-authored with Steven J. Harvill.

**Speeches and Presentations**

**"The Winners vs. The Losers at the Office"**

**November 1, 1980**

*Career Success Seminar*

*Capital Chapter, National Secretaries Association International, Austin, TX*

Dealing with interpersonal skills and clear communication in the office environment.

**"Marketing in Public Radio"**

**April**

**17, 1982**

*Public Radio Conference, Washington D.C.*

Covers the basics of marketing and communications planning, including segmentation

targeting, positioning and strategy development. Apply these disciplines and techniques to specific public radio situations.

**"Marketing for Program Managers"**

**May 17, 1982**

*CPB Program Managers Seminar, Sacramento, CA*

Addressed the basics of marketing "thinking and planning" as they apply to professionals who plan the program schedules for public TV stations at workshop, presented by The Corporation for Public Broadcasting.

**"Personal Communication and Sales Skills"**

**June 13, 1982**

*CPB Station Development Workshop, Cincinnati, OH*

Basic communication skills are key to winning strategies and marketing plans. Sharpening communication skills and improve sales effectiveness. Practical ways to raise your level of confidence, eliminate fears, minimize anxiety and reduce stress.

**"Becoming a More Effective Motivator and Manager"**  
**7, 1982**

**October**

*Ohio Association of Broadcasters Fall Convention, Columbus, OH*

Managing and communicating systematically, as in marketing planning. Targeting the right Audience - use a rifle approach, not a shotgun. Tracking needs and motivations of your Employee. Applying the Sender-Message-Receiver-Feedback communication model.

**"A Matrix Approach to Prospecting and Selling for Fundraisers"**  
**9, 1984**

**January**

*Genesee Valley Chapter, National Society of Fundraising Executives, Rochester, NY*

Exploring why people give to charity. Is fundraising "selling", and if so, what? Learning to "read" people by observing their behavior. Questioning and listening skills can lead to a "needs discovery".

**"Selling Effectively, and With Style"**  
**1985**

**April 9,**

*Sales and Marketing Executives of Topeka, KS*

Salesmanship is more than just an optimistic and positive attitude. A nuts and bolts Approach to managing yourself and your behavior in selling situations.

**"Why Corporations Underwrite"**

**April 25, 1987**

**"The Role of Station CEO"**

**April 26, 1987**

*PBS Local Underwriting Workshop, St. Louis, MO*

Wrote and delivered two presentations to public TV personnel designed to explore the motivations and "mechanics" of successful solicitation of local grants to fund the acquisition of programming by public television stations.

**"An Outside Marketing Consultant's Look at How to Market Your Athletic Program"**  
**August 4, 1988**

*NCAA Professional Development Seminar, Dallas, TX*

Explore customers' core motivations and peripheral motivations. The "rules" have changed regarding customer needs and interests, fan's expectations, society's values, and the need for planning and sales strategies in addition to communicating and selling. Measuring output and results rather than input and effort.

**"Managing Change in College Athletics - A Fresh Look at Improved Marketing, Communicating and Team-Building"**  
**16, 1989**

**June**

*10<sup>th</sup> Annual NCAA Professional Development Seminar, Nashville, TN*

Challenges and problems facing college athletics. Pressures from the outside - new customer Demands, increased competition, and "adversarial" media. Pressures from the inside - new regulatory environment, academic pressures and graduation rates, competition for budget dollars, and changing expectations of employees.

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**AWARDS AND RECOGNITION**

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**Chicago Film Festival Awards for *Austin City Limits***

Program was honored twice during tenure as Executive Producer with Chicago Film Festival

Certificate of Merit awards:

*Program #202, Amazing Rhythm Aces and Gove*

**1977**

*Program #302, Steve Goodman*

**1978**

Created marketing campaigns for two banks that received the national **Golden Coin Award** from the

**Bank Marketing Association:**

*Capital National Bank, Austin TX*

*Lake Austin National Bank, Austin TX*

**1985**

**1974**

**Texas Business Magazine's "Rising Stars of Texas",**

**1982**

In 1982, was named one of the "Rising Stars of Texas" by Texas Business magazine, which described the annual recognition as one reserved for "today's finest, most promising under 40, upwardly mobile men and women to whom Texas should be able to feel confident in passing the baton of leadership for the balance of the 1980s and '90s."

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LEADERSHIP AND BOARDS

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*Wine and Food Foundation of Texas, Austin, TX*

**President, Board of Directors**, after serving as a board member for 10 years.

**2009**

*Capital of Texas Public Telecommunications Council, Austin, TX*

**Chairman of the Board**, of operator of KLRU-TV, Austin's public television station.

**1991**

Served as Board member for 13 years.

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OTHER ACTIVITIES

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***Certified Interim Executive Director***

**2015**

Certified by nationally recognized Mission Capital organization as having qualifications and experience to lead executive transitions for nonprofit organizations and to serve as Interim Executive Director for such organizations.

***Charity Auctioneer***

Managed and/or conducted charity auction fundraisers for numerous organizations (partial list):

- Austin Parks Foundation
- Junior League of Corpus Christi, Texas
- KLRU-TV, Austin
- Lifeworks, Austin
- St. Andrews School, Austin
- Trinity School of Galveston, Texas
- Rare & Fine Wine Auction, Wine & Food Foundation of Texas
- Women's Symphony League of Austin